

# ERA OF PROSPERITY FOR THE UNITED STATES

No Time for Any Man to Feel Pessimistic, Says President of Automobile Association.

Now that our country has been thoroughly embroiled in the world war, there exists in the minds of some men a feeling of uncertainty as to its effect upon business conditions here on this side of the Atlantic. Contrary to a rather general impression that prevails in this country, "big business" is apparently not at all worried over the international conditions. The following statement from A. R. Erskine, president of the Studebaker Corporation, sounds an optimistic note concerning future prospects.

"A state of war always stimulates an active demand for the products of the mine, fields and factories," says Mr. Erskine, "and the United States has felt this demand from foreign countries for the past three years so an extensive degree. The entry of the United States into the war simply increases the demand, and consequently, large increases in prices have ensued recently for all agricultural products, live stock and food supplies generally. The demand for munitions and war supplies is very heavy, not only from the allies, but from our own government, and consequently the industries of the country are and will continue to be operated at full capacity upon these orders. Thus, it is evident that our people in all pursuits are receiving large incomes, perhaps greater than ever before in our history, and as long as this condition lasts, business will be good."

"Our plants at Detroit, South Bend and the Walker builds are operated at capacity, and we are selling our cars as fast as it can be shipped. We believe that our business for 1917 will be larger than that of last year. There is no time for any man to feel pessimistic. Great resources of the United States, its men and its money are being employed in the war, and large expenditures must ensue, which in themselves mean prosperity for our people. In spite of the high prices and increased taxes that will prevail while the war continues."

## MOTOR SPARK PLUG AN IMPORTANT FACTOR

No Matter How Many Cylinders an Engine Has, Its Power Comes From the Spark Plug.

The importance of the spark plug in a motor car is becoming more and more recognized, as the public's conception and understanding of the fundamentals in a car become more clearly defined and crystallized. This is the opinion expressed by R. A. Stranahan, president of the Champion Spark Plug Company, Toledo, president of the company building Champion spark plugs. He says: "So much confusing information is issued concerning cars, so many conflicting and complete claims for mechanical superiority are presented to the public, that the simplicity of any car's operation and the vital part the spark plug plays in it, is apt to be clouded."

"It matters not how many cylinders an engine has, whether it is built after this or that engineering theory, the basic fact remains that its power comes from the explosion of the gas mixture in those cylinders. And the performance of every car is in exact ratio to the force and continuity of those explosions. Some cars may transmit a larger percentage of the power of these explosions to the rear wheels than others; some cars may vibrate less violently, but all cars depend upon the explosions in the cylinders for their propelling force."

"Once the importance of these explosions is fully appreciated by the public, the necessity of a sure fire, dependable and durable spark plug becomes more evident, because the spark plugs cause the explosions."

"The spark plugs take the initiative in every car. Far from being prosaic things like hub caps or bolts, spark plugs have a function which is unique. A car is an idle collection of machines, unable to move until the spark plugs breathe the breath of life into it. All other parts of the car take orders from and act in proportion to the effectiveness of the plugs."

"Gas mixtures vary and weather and fuel have their influence, therefore the plugs must adapt themselves to these changing conditions. They must be able to set-off all the latent power in every changing cylinder full of mixture. At the same time, they must resist the pounding vibration, the heat and the cold."

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"A big roofing concern, a harvester company, a valve-making organization, a cream separator company, a big gramophone organization and many other varied United States industries speak glowingly of increased business ranging from 10 to 100 per cent. If that situation had prevailed in Canada, it should be even more applicable to the United States."

"The European conflict has proved beyond doubt that motor cars, of the so-called pleasure car variety as well as trucks, are an indispensable element in connection with warfare. To-day thousands of motor cars would be under process of building in Europe if there were factories there in which to build them. The factories and workmen, however, are not available."

"In this country, we have the factories and the men. Although some of our automobile plants may be taken over entirely by the government for war material purposes, there will remain scores of others available for automobile building and the situation will only serve to increase their business."

"While there may possibly be a shortage in the supply of automobiles, there is not likely to exist an oversupply of the product and that is really the most important danger to fear."

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"Perhaps never before in the history of the market have the farmers so completely sold out their crops of tobacco as this season. For never before have the dealers so little stock on hand for sale. It may be said with equal truth that never before has the season closed with a stronger demand for bright tobacco of all kinds from so many sources than the one just closed."

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# VIEWS AND NEAR-VIEWS. HINTS AND SUGGESTIONS

Some of Them From Uncle Sam About Fruit Jars and Things, Stringing Chickens, Etc.

In these days of preparedness and making arrangements for war times Uncle Sam is flooding the country with hints and suggestions. Here is one of them. Every housekeeper is urged to save bottles, especially wide-necked ones, for putting up fruits, preserves, jellies, jams and fruit juices. Saving of bottles is highly important, they say, as there threatens to be a serious shortage of regular jars and preserving cans this season. The fruit products named, if sealed with corks and paraffin, can be kept perfectly in these makeshift containers. Jellies, jams and preserves can be kept even in ordinary drinking glasses, by the use of paper and paraffin. Fruit juices should be packed in ordinary small-necked bottles. Vegetables, soups and meats, on the other hand, to keep must be sealed by the usual fruit-jar or tin-can packing methods. Reserve regular containers for foods that cannot be packed in bottles."

And here is another. "The department specialists also urge all owners of canning clubs and others not only to can products, but to dry and evaporate all such products as apples, pumkins and squash. They advise strongly that if containers are scarce locally, those in stock should be used to preserve perishable products which have the highest nutritive value. Nothing should be packed in jars or cans which can be conserved effectively in other ways. Candy containers or other glass jars with screw tops or glass stoppers, and in fact, any receptacle of glass, crackery or porcelain, can be sealed with cork or paper and paraffin."

And still another:

"It is not good poultry management to allow the mother hen to range unrestricted with her chicks. With such freedom, the hen frequently takes

her brood through wet grass and, as a result, some are chilled and die, especially the weaker ones which are likely to be left behind. The loss of young chicks which follows such a practice is large and mainly preventable, specialists in the United States Department of Agriculture say. Furthermore, the food which a brood allowed to range with the hen obtains goes very largely to keep up the heat of the body, and the chicks do not make as good growth as they otherwise would."

"Chick boxes of this nature can be largely prevented by shutting the hen in a coop. Any style of coop which is dry and ventilated, and which, while confining the hen, will allow the chicks to peck in and out freely after they are a few days old, will be satisfactory."

Since a visitor to Florida discovered that pine needles made excellent nests for hens, driving away vermin and furnishing an added inducement to the fox to lay eggs, the pine tree discard has acquired a commercial value. Farmers have used the needles for heading stock, making hens' nests and covering tender plants in winter for years, but they never regarded them as of any value commercially."

GORDONSVILLE HAS CANNING CLUB.

GORDONSVILLE, VA., May 5.—Under the direction of Mrs. Shannon, county demonstrator, a woman's canning club was organized at the home of Mrs. Charlotte Goodloe, on Main Street, a few days ago. Mrs. W. L. Kirby was elected president; Mrs. R. B. Goodloe, vice-president, and Miss